



Radio Campesina Network Outreach Project

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The Cesar Chavez Foundation

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Phoenix, Arizona

Federal Legislative District(s) 3, 5-9

PROGRAM FAST FACTS

Congressional District(s): 01 and 04

State Legislative District(s): 3, 5-9

Service Area by County/City: Maricopa County – Phoenix Metropolitan area

Project Federal Share: \$86,658

Project Local Match: \$11,352

Community Volunteers Recruited: 150

Volunteer Hours Served: 750

Value of Volunteer Hours: \$15,600

*2011 Independent Sector Rate for the Value of a Volunteer Hour in Arizona is \$20.08

Community Need

Education is an overwhelming need amongst the Hispanic community across the west coast. The Radio Campesina Outreach program is working to change the statistics through volunteer and internship opportunities that foster the values of The Cesar Chavez Foundation which include social justice and community engagement.

National Priority Area and Program Performance Goals

VISTA members serve through the network headquarters and are producing a self-sustaining outreach program that will be implemented in every radio station within the network.

National Priority Area

Establish a Community Volunteer/Intern program

- Launch a Community Outreach Department at the Network Level
- Build a program structure

Implement program within stations in Network

- California and Washington stations will receive training on recruiting and retention methods.

Program Activities

Communication is one of the single most important ways of creating social change. The Radio Campesina Outreach project is using the means of mix media to recruit and sustain an effective volunteer and internship program. Radio Campesina is a 6 station radio network spread across the west coast. The VISTA Outreach project is helping bring opportunities to a myriad of aspiring community leaders through collaborations with local community organization as well as through on air campaigns.

Program Impact

In the 8 months since the start of the project, Radio Campesina has launched a Community Outreach Department. The VISTA projects primary objective is to begin a long term collaboration with local nonprofits as well as institutions that may have services to offer to the Hispanic Community. Through these collaborations our program impact goal will be to offer various internship and volunteer opportunities within the various stations that make up The Radio Campesina Network.

Rachel Sherman (VISTA Member): This year we organized a professional development series for DACA eligible individuals. (Deferred Action for Childhood arrivals) attended free professional workshops led by experts in their fields to help prepare individuals to enter the workforce after receiving their temporary work permit. It was also a collaborative project between 4 other organizations around the valley that all work to improve the professional and educational goals of our youth.



Developing Dreams Professional Series

Mission

Radio Campesina believes that accessibility is a right. We use mixed media to connect the community to resources and services tailored to their social and economic well being.

Vision

We envision a self-sustained community that cultivates leaders.



History

The Radio Campesina Network is a Spanish-language public radio network serving the west coast and is licensed to the Cesar Chavez Foundation, a non-profit organization dedicated to providing social and community services to the Hispanic community such as affordable housing to low to moderate income families and seniors, educational programs in local school districts, discounted legal services, among many others.

Partnerships

The majority of our efforts are successful because we collaborate with various organizations. This way we are able to offer more services and resources to our listening audience while giving these organizations access to our population of listeners.

- Promise Arizona
- Latino Institute
- Maricopa County Animal Care and Control
- ACLU of Arizona
- No Dream Deferred
- Isaac Amaya Foundation
- Be a leader foundation
- ALAC
- Radio Phoenix
- Arizona State University
- Phoenix United
- Mi Familia Vota
- Family YMCA
- City of Phoenix
- City of Tolleson Parks and Rec
- Isaac School District
- Garfield Organization
- Power 1 kids
- Washington High School
- City of Phoenix Maryvale Precint
- Friends of Animal Care and Control
- AZ Workers Rights Center
- Stand for Children
- Valle Del Sol- United Way



Project is sponsored by Federal agency CNCS. For more information visit: www.nationalservice.gov